



## Request for City Council Committee Action from the Department of Public Works

**Date:** July 14, 2015

**To:** Honorable Kevin Reich, Chair Transportation & Public Works Committee

**Referral to:** Honorable John Quincy, Chair Ways and Means Committee

**Subject:** Marketing Services for ABC Ramps

### Recommendation:

Authorize appropriate City Officers to negotiate and execute a contract with DEZINNIA to provide overall management marketing, communication and public relations services for the A,B and C Parking Ramps.

### Previous Directives:

May 14, 2010 – Council authorizes staff to negotiate and execute a contract with IN Marketing and Design, for the management of all ABC Ramp marketing, communication, and public relations activities. The contract expired May 15 2015.

### Department Information

Prepared by: Diana Saenger, Public Works Operations Analyst, 673-2691

Approved by: \_\_\_\_\_  
Steven Kotke, P.E., Director of Public Works

Presenters in Committee: Mark Read, Assistant Parking Manager 673-3732

### Reviews

- Permanent Review Committee (PRC): Approval X Date 1-20-2015
- Civil Rights Approval Approval X Date 11-20-014

### Financial Impact

Action is within the approved budget.

### Community Impact

- City Goals – Safety, Vitality, and Connectedness

## **Supporting Information**

The State of Minnesota, through its Department of Transportation (MnDOT), is the owner of the ABC Ramp parking facilities. On behalf of MnDOT, under the terms of a Management Agreement, the City issued an RFP for marketing, communications, and public relations activities for the ABC Ramps. MnDOT will reimburse the City for all costs related to the RFP.

### **RFP Purpose & Services**

The services to be performed are marketing, communication and public relations activities in coordination with MnDOT and the City of Minneapolis Public Works Traffic & Parking Services. This effort will provide marketing and advertising strategies including: events, earned media, social media, technical advice, creative and design work, production and distribution, and any other services required to accomplish program objectives. MnDOT has written a communications plan for the ABC Ramps defining goals and strategies. The vendor will develop and execute tactics and campaigns to meet those goals.

#### **ABC Ramp Goals**

- Reduce traffic congestion and air pollution on the eastbound I-394 and I-94 corridor.
- Create a shift in transportation mode for travel on these corridors from single occupant vehicles to carpools, vanpools, and transit.
- Fund ramp operations.

### **RFP Responses and Review**

- The RFP was released on February 9, 2015.
- Proposals were accepted through April 10, 2015.
- Ten companies attended a non-mandatory pre-proposal conference on March 16, 2015.
- Six companies submitted proposals. They were: NightHawk Marketing, UNO, Tartan Marketing, Nemerfieger, Dezinnia, and Tilka Design.
- Proposals were evaluated on April 16, 2015 by a team including representatives of:
  - City of Minneapolis, Public Works – Traffic & Parking Services
  - State of Minnesota, Department of Transportation (MNDOT)
- Initial evaluation was based on the following criteria:
  - Quality, thoroughness, and clarity of proposal;
  - Qualifications and experience of staff;
  - Review of references;
  - Ability to meet needs and provide services as outlined in the RFP;
  - Experience in similar or related services, programs, and purpose;
  - Price and competitiveness;
  - Company ability and availability of resources to meet design print and turn-around demand;
  - Company financial responsibility and workload capacity; and
  - Organization, management approach, and involvement for a successful project.
- After the initial evaluation, three companies were invited to interview and present for the evaluation panel on May 11, 2015. They were: Dezinnia, Tartan Marketing, and Tilka Design.
- Presentations and interviews were scored on the following criteria:
  - Information fits within expectations;
  - Presentation represents understanding of the scope of services and its relationship to the ramps' purposes;
  - Evaluators' confidence in the proposed staff assigned to the contract;
  - Impressiveness of the proposed marketing and tactics; and
  - Evaluators' overall impression.
- Evaluators scored Dezinnia highest of the three presenters.

### Recommendation

Staff requests authorization to execute a one-year contract with Dezinnia for marketing services of the ABC Ramps, with up to four additional one-year extensions, upon annual review. The annual contract value would be up to \$150,000.

### **Implementation schedule would be:**

1. July/August, 2015 to negotiate and execute contract, followed with contract start.